

Join The 500 Club

AND GET

THE INDEPENDENT

FOR \$1.00 A YEAR

Cost of Labor Trebled and the Cost
of Paper Gone From 3 Cents to 16
in Three Years, but YOU Can Get
This Newspaper for 10 Years at the
Old, OLD Price---\$1 a Year.

An Unique Proposition

Why doesn't THE INDEPENDENT publish a daily?

Why doesn't THE INDEPENDENT publish twice a week?

Why doesn't THE INDEPENDENT enlarge its job printing department?

All of these and other questions could be answered by the fact that this newspaper hasn't working room. My present quarters are packed with machinery and equipment until there isn't room in the shop to turn around. And there isn't a suitable building available in Elizabeth City for such quarters as THE INDEPENDENT needs to take care of its growth.

There is only one way for THE INDEPENDENT to get more room and that way is to put up its own building. The one present obstacle to that plan is the matter of financing. I think I have a plan by which readers of this newspaper will be glad to help me finance this proposition and reap a handsome profit for themselves. I need \$5,000. I propose to offer 500 ten year subscriptions to THE INDEPENDENT to 500 subscribers at \$10 each. Help me to finance this proposition and for your ten dollars I will send you this paper weekly for ten years. If I change it to a semi-weekly your subscription will go

on for the ten years just the same. If I enter the daily field I will give you the option of getting the daily on the same basis. The subscription price of THE INDEPENDENT is now \$2.00 a year. My plan gives it to you for a dollar a year for ten years, twenty dollars worth of paper for ten dollars. If I enter the daily field you can have the daily on the same basis, one half its regular subscription price till your ten dollar subscription is exhausted.

Site Already Purchased

The site for the building is already nailed down, purchased more than a year ago, on Matthews St., just a stone's throw from the post office, an ideal location for a newspaper property. With \$5,000 and this site I can finance a building costing \$15,000 to \$20,000, all the building I shall need.

Sound Business

This is a sound business proposition. THE INDEPENDENT is twelve years old. It is not an experiment. Elizabeth City will always support a good newspaper and THE INDEPENDENT is that newspaper. Whether I live, die or sell out, this newspaper will go on and your subscription will go with it.

I can afford to carry 500 subscribers for ten years at \$10 each, because I am no longer dependent upon my subscription list. But I do not make any great sacrifice in selling you the paper ten years for ten dollars. I figure that it costs me 40 cents a year keeping a subscriber renewed from year to year. That nets me only \$1.60 for each \$2.00 yearly subscriber. The interest on \$10 is 60 cents a year. By paying me ten dollars in advance I really get \$1.60 a

year for the paper. If I don't pay that interest to you I shall have to pay it to some one else.

At the same time, where else could you put down a ten dollar bill that you won't miss and draw six per cent interest on it for ten years? As a matter of fact, by my plan, your ten dollars draws better than eight per cent.

Money is the cheapest thing in the world to-day. Ten dollars to-day counts less than it ever did before or ever will again. You can afford to drop ten dollars on this proposition. It will be a source of pride to you for years to come to point to a comfortably housed and dignified newspaper property in Elizabeth City and say "I helped make it possible."

And you should help make it possible. THE INDEPENDENT is one of the most valuable institutions in this city, county and district to-day. Week in and week out it is boosting Elizabeth City, Pasquotank county and northeastern North Carolina, making this section a better place to live in and making every foot of property more valuable for this influence and this advertising.

Not An Untried Plan

This plan of financing THE INDEPENDENT's proposed building project is not an untried scheme. I did something like it once before. If you will remember, I started this newspaper without a cent of capital twelve years ago. In 1913 it became necessary to make certain improvements in the plant or close down the plant. I didn't have the money to make these improvements. I then offered 100 life subscriptions to the paper at \$10 each. By the sale of these

subscriptions I put THE INDEPENDENT on its feet then. By the sale of 500 ten year subscriptions to-day I expect to put THE INDEPENDENT on easy street.

You ought to have a newspaper plant here to which you could point with pride. Not a large building is required, but that building should be architecturally beautiful, dignified, impressive. It should reflect something of the commercial and industrial strength and the civic glory of its home city and vicinity. I know what we ought to have if you will give me your support—if 500 of you will buy yourselves a ten year subscription to this newspaper for ten dollars each. No better investment has been offered you in a long time. Will you help?

Time If You Wish It

It is not necessary to part with your ready cash if you haven't ten dollars to spare this week. Date your check ahead 60 or 90 days if you like, or phone, write or tell to me to call or draft on you 60 or 90 days hence.

My plan may fall thru. I may not be able to get 500 ten year subscriptions even at the low price of \$10 each. I shall reserve the right therefore to refund your money within 90 days and cancel any subscriptions accepted on this basis. I trust that I will not have to do this. I would hate to think that there are not 500 men and women in northeastern North Carolina that much interested in this newspaper.

Let me hear from you at once. See, write or phone me. Tell your friends about this remarkable offer.

—W. O. SAUNDERS.